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LifeVantage to Present at ROTH 22nd Annual OC Growth Stock Conference

SAN DIEGO, March 12 /PRNewswire-FirstCall/ -- [LifeVantage Corporation](#) (OTC Bulletin Board: LFVN), the maker of science-based solutions to oxidative stress, announced today that David W. Brown, President & Chief Executive Officer will present at the ROTH Capital Partners 22nd Annual OC Growth Stock Conference, which will be held March 15-17, 2010 at The Ritz Carlton, in Dana Point, Calif. Mr. Brown is scheduled to speak at 10:30 a.m. Pacific Time on Wednesday, March 17th, Track 6. A webcast of the presentation will be available via the Internet by accessing the Investors section of LifeVantage's website at <http://www.lifevantage.com/investor-profile.aspx>.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20090930/LIFEVANTAGELOGO>)

The ROTH Capital Partners 22nd Annual OC Growth Stock Conference is an annual three-day conference that brings together executives from over 350 growth companies including 100 U.S.-listed Chinese companies. This event is designed to provide investors with a unique opportunity to gain insight into small- and mid-cap growth companies across a variety of sectors, including energy, software, technology, industrials, healthcare, media, consumer, and retail. Presentation and attendance at the event is by invitation only and is attended by institutional investors and clients of ROTH Capital Partners. More information about ROTH Capital Partners is available at <http://www.rothcp.com/>.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB: LFVN), science-based, nutraceutical company dedicated to helping people reach their health and wellness goals. Founded in 2003 and based in San Diego, CA, LifeVantage develops products, including Protandim®, that are intended to deliver significant health benefits to consumers. For more information, visit www.LifeVantage.com.

Forward Looking Statements

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting optimism, satisfaction or disappointment with current prospects, as well as words such as "believe," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. Such forward-looking statements are not guarantees of performance and the Company's actual results could differ materially from those contained in such statements. These forward-looking statements are based on the Company's current expectations and beliefs concerning future events affecting the Company and involve known and unknown risks and uncertainties that may cause the Company's actual results or outcomes to be materially different from those anticipated and discussed herein. These risks and uncertainties include, among others, the potential failure or unintended negative consequences of the implementation of the Company's network marketing sales channel; the Company's ability to retain independent distributors or to attract new independent distributors on an ongoing basis; the potential for third party and governmental actions involving the Company's network marketing sales channel; the potential for product liability claims against the Company; the risk that government regulators and regulations could adversely affect the Company's business; future laws or regulations may hinder or prohibit the production or sale of the Company's existing product and any future products; unfavorable publicity could materially hurt the Company's business; and the Company's ability to protect its intellectual property rights and the value of its product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-K and its Quarterly Report on Form 10-Q under the caption "Risk Factors", and in other documents filed by the Company from time to time with the Securities and Exchange Commission. The Company cautions investors not to place undue reliance on the forward-looking statements contained in this document. All forward-looking statements are based on information currently available to the Company on the date hereof, and the Company undertakes no obligation to revise or update these forward-looking statements to reflect events or circumstances after the date of this document, except as required by law.

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